



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Polholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Contract # 336516

Schedule Dates 10/12/12-10/18/12
Advertiser Pol/D Raja/R/SSN/PA (16250)
Agency SRCP - Stevens Reed Curcio & Polholm (2056)
Product Political - State Candidate (1071)
Brand POL/D RAJA/R/SSN/PA (126272)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name WONDERHEID, BETSY
Phone/Fax /
CPE 36/91/320
Account Types National/Political
Billing Type Standard
Comments RAA 10/12
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/11/12
Last Modified 10/17/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06370488
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,772.50
Net Total \$38,377.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012
Grand Total:
Spots 55
Rate \$45,150.00
\$45,150.00

OK

Replace

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/15/12-10/18/12	5	:30	10A- Ellen	3	X	X	X	X				3	\$250.00	\$750.00	Pittsburgh (WPXI)	ELLEN/1	10/11/12
2.0	Normal Line / Spot	10/15/12-10/18/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	1	1	1	1	1				4	\$1,350.00	\$5,400.00	Pittsburgh (WPXI)	LATE NEWS/2	10/11/12
3.0	Normal Line / Spot	10/15/12-10/18/12	5	:30	11:34P- TONIGHT SHOW	2	X	X	X	X				2	\$500.00	\$1,000.00	Pittsburgh (WPXI)	TONIGHT/3	10/11/12
4.0	Normal Line / Spot	10/15/12-10/18/12	5	:30	11:59A- Channel 11 News At Noon	1	1	1	1	1				4	\$275.00	\$1,100.00	Pittsburgh (WPXI)	NOON NEWS/4	10/11/12
5.0	Normal Line / Spot	10/15/12-10/18/12	5	:30	4P- Judge Judy 4p	1	1	1	1	1				4	\$300.00	\$1,200.00	Pittsburgh (WPXI)	JUDGE JUDY 4P/5	10/11/12
6.0	Normal Line / Spot	10/15/12-10/18/12	5	:30	5P- 5:30P (EST)	1	1	1	1	1				4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	NEWS 5-530P/6	10/11/12
7.0	Normal Line / Spot	10/15/12-10/18/12	5	:30	5:58P- Channel 11 News At 5pm M-F	1	1	1	1	1				4	\$775.00	\$3,100.00	Pittsburgh (WPXI)	NEWS 6-630P/7	10/11/12
8.0	Normal Line / Spot	10/15/12-10/18/12	5	:30	9A- Today Show 9a	2	X	X	X	X				2	\$300.00	\$600.00	Pittsburgh (WPXI)	TODAY 9-10A/12	10/11/12
9.0	Normal Line / Prime	10/15/12-10/15/12	4	:30	7:57P- The Voice 8-10P	1								1	\$5,250.00	\$5,250.00	Pittsburgh (WPXI)	VOICE 8-10P/13	10/11/12
10.0	Normal Line / Spot	10/14/12-10/14/12	5	:30	8A- 10A (EST)								1	1	\$275.00	\$275.00	Pittsburgh (WPXI)	NEWS 8-10A/15	10/11/12
11.0	Normal Line / Spot	10/12/12-10/12/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P								1	1	\$1,350.00	\$1,350.00	Pittsburgh (WPXI)	LATE NEWS/16	10/11/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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Pittsburgh (WPXI)
By Broadcast Month

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Grand Total:	\$55 \$45,150.00

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12.0	Normal Line / Spot	10/12/12-10/12/12	5	:30	5:58P- Channel 11 News At 6pm M-F							1		1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/17	10/11/12
13.0	Normal Line / Spot	10/15/12-10/18/12	4	:30	5:59A- Channel 11 News 6am		1	1	1	1				4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 6-7A/8	10/11/12
14.0	Normal Line / Spot	10/15/12-10/18/12	4	:30	6:59P- Jeopardy		1	1	1	1				4	\$1,650.00	\$6,600.00	Pittsburgh (WPXI)	JEOP 7-730P/9	10/11/12
15.0	Normal Line / Spot	10/15/12-10/18/12	4	:30	7A- 8A (EST)		1	1	1	1				4	\$625.00	\$2,500.00	Pittsburgh (WPXI)	TODAY 7-8A/10	10/11/12
16.0	Normal Line / Spot	10/15/12-10/18/12	4	:30	7:30P- WHEEL OF FORTUNE	3	X	X	X	X				3	\$1,650.00	\$4,950.00	Pittsburgh (WPXI)	WHEEL/730-8P/11	10/11/12
17.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	8A- 10:30A (EST)						1			1	\$275.00	\$275.00	Pittsburgh (WPXI)	NEWS 8A-1030A/14	10/11/12
18.0	Normal Line / Spot	10/12/12-10/12/12	4	:30	5:59A- Channel 11 News 6am						1			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/18	10/11/12
19.0	Normal Line / Spot	10/12/12-10/12/12	4	:30	7A- 8A (EST)						1			1	\$625.00	\$625.00	Pittsburgh (WPXI)	NEWS 7-8A/19	10/11/12
20.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	4:29P- Judge Judy 430P						2			2	\$375.00	\$750.00	Pittsburgh (WPXI)	JUDY 430P-5P/35	10/17/12
21.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	5:30P- 6P (EST)						2			2	\$600.00	\$1,200.00	Pittsburgh (WPXI)	NEWS 530-6P/36	10/17/12
22.0	Normal Line / Spot	10/18/12-10/18/12	4	:30	8A- 9A (EST)						2			2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	TODAY 8-9A/40	10/17/12

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